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ABSTRACT

Many campus networks provide the infrastructure necessary for providing patrons with ubiquitous access to a wide range of information from their desktops with easy-to-use interfaces, in a cost-effective manner. The components of such a system could include: electronic awareness products which would allow faculty to stay abreast of new work in their areas of interest; access to electronic full text and abstracts for all users; and document delivery for those articles which can not be accessed in a direct manner. This paper first provides an overview of the services that are available, that provide one of these three types of services. Following that, issues to confront while implementing this service are discussed, with examples of how different products would solve these issues differently. These issues include: costs; local versus remote access; user acceptance of the changes; shifting of personnel that may be required; shifting of costs that may be required; and integration of services and user interface issues. Finally, a number of issues relating to implementing this type of change on campus is examined. A Presentors Index is included at the end of the paper. (AEF)

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Delivering Library Information Across the Network
One Model for Successful Implementations

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Brian Hawkins, Vice President of Information Resources at Brown University, and others have correctly warned libraries of the economic realities of the day: individual academic libraries will not be able to keep pace with the double reality of prices increasing above budgetary increases and the explosion of information sources needed by their faculty and staff. We need to provide our patrons of the future with ubiquitous access to an ever wider range of information from their desktops with easy to use interfaces in a cost effective manner. Many of our campus networks provides the infrastructure required to make this work. We can call on our network to simplify the process that faculty and students go through now to access information. Enhanced access to this information can make the research enterprise less frustrating and result in more and better sources being available for member of our academic community.

The components of such a system could include (a) electronic awareness products which would allow our faculty to stay abreast on new work in their areas of interest; (b) access to electronic full text and abstracts for all users; as well as (c) document delivery for those articles which can not be accessed in a direct manner, either through local subscriptions or full text. There may also be areas of a collection where electronic access to full text books and other materials would prove beneficial. Of course any major change to access like this raises a myriad of additional issues. These include:

I. Costs
II. Local vs. remote access
III. User acceptance of the changes
IV. Shifting of personnel that may be required
V. Shifting of costs that may be required
VI. Integration of services and user interface issues

This paper will first provide an overview of the services that are available that provide one of the three types of services listed above. Following that, issues that we will confront while implementing this service will be discussed, with examples of how different products would solve these issues differently. Finally, I will look at a number of issues related to implementing this type of change on our campuses.

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Product Categories

Awareness Products

This segment of the market is mainly geared for our faculty and other professionals on our campuses. In one form or other this service aims to make users aware of new journal material as it is published. In the past this service was epitomized by a weekly paper copy of Current Contents being distributed around a department. These products cover a large number of journal titles (exceeding 10,000).

Exemplars of this Product Class

CARL
Product name: Uncover
Cost: Varies
Description: This service provides table of contents that are e-mailed for each faculty member who has a profile.

Institute for Scientific Information
Product Name: Journal Tracker
Cost: $99/year per person
Description: A profile is built for each person, with up to 25 journals allowed per person. Table of contents and abstract for each journal is e-mailed to the individual as they become available. It allows for the ordering of any of these titles through ISI document delivery.

Publisher Full-Text Electronic Access

Several publishers have begun on their own to provide electronic versions of selected titles or all of their journals over the Internet. Typically these require that the library already own a paper subscription of the title, although there are exceptions. Several publishers are dealing with consortial groups to help lower prices to individual libraries. Most of these publishers have not yet made their electronic text available to any of the larger full text vendors.

Exemplars of this Product Class

Academic Press
Product Name: IDEAL
Cost: Complex formula
Description: Academic Press works with consortia to provide electronic access for all of its 175 titles. No backfiles are available. Each consortia can provide access to as many titles as members of the Consortia subscribes to.

American Institute of Physics
Product Name: AIP Journals Online
Cost: Price of paper subscriptions
Description: Starting with 1997 all their titles will have electronic versions as well. Get access

to the titles you have paper subscriptions for. In this case, subscribers also gain access to a service called PINET Plus which allows users access to wider searching of table of contents and abstracts of a broader physics print database. An awareness service for their journals is included.

Chadwyck-Healey
Product Name: Literature Online (Lion)
Cost: Varies with database.
Description: Different because it does not deal with journal information. A dynamic collection of full text sources available on their web site and links to those available at other sites. Arranged in databases that cover areas such as African-American Poetry 1760-1900, American Poetry, Eighteenth Century fiction, Editions and Adaptations of Shakespeare, English drama. Priced based on number concurrent users we wish to allow access at any one time.

General Vendor Electronic Text Providers

This category of product is a third-party vendor who negotiates electronic subscriptions from multiple publishers, packages them, and sells them to libraries.

Exemplars of this Product Class

IAC
Product Name: SearchBank
Cost: varies
Description: We currently have access to this web-based service. It provides access to 900 general academic and 500 business journal titles online, as well as abstracting for up to 3000 titles. People can search within this product, and, if full text is available, print it out. Can select coverage from various databases. They will work with consortia.

JSTOR
Product Name:
Cost: $15,000 one time, $2,250 a year
Description: A not for profit that will concentrate on obtaining full runs of a more limited number of journal titles. Initial offering include 40+ titles, of which we have 33.

UMI
Product Name: Proquest Direct
Cost: Varies
Description: Another full text database with search capabilities. Returns a table of hits with indicators of level of information is available for any given hit: (a) bibliographic, (b) abstract, (c) full text, (d) image, or (e) text plus graphics. Document delivery is also integrated. Two pricing schemes: per use or site license.

Indexing Products

Some products on the market simply provide bibliographic information which then the patron takes and either moves to another product to determine its availability

Exemplars of this Product Class

Silverplatter
Various databases (Psyclit, MLA, Sociofile, Medline)
Cost: Varies with database; based on database and number of simultaneous users
Description: Silverplatter products currently are index only, but with the addition of SilverLinker (just announced) they will leapfrog the market since this will allow dynamic linking right to the electronic full text, where available. A number of vendors have negotiated and are apparently ready to make their databases ERL compliant so this can happen across databases as well. Reports make it look like they will allow linking to a remote site or to data stored locally on platters or hard disk. Plans are in the works for integrating this into document delivery as well.

H.W. Wilson
Product Name: Wilsontapes
Cost: Varies with database
Description: The product we currently have integrated into the opac provides searches of bibliographic entries. It can be tagged to provide information about whether the title is held locally.

University Presses

There are a number of university presses that are providing access to table of contents, abstracts, and some full text free over the Internet.

Exemplars of this Product Class

Cambridge University Press

This is a large press, with about 180 titles. They provide access to most of their titles table of contents and abstracts, some for several years. There is little coverage in the major databases, so it would be good to work what we can into our information service.

MIT Press

They provide abstract-level access to nearly all their journals. Very little overlap with commercial access databases. Date from 1994 or so. Looks like they will be making their full text available to the OCLC product.

Document Delivery Service

There will always, in the foreseeable future, be documents that are not available from the library in paper or full text form. Document Delivery, along with ILL, fill this void.

Exemplars of this Product Class

ISI
Product Name: The Genuine Article
Standard service provides five-year, full-text article coverage from the 7000+ titles covered by ISI's multidisciplinary database offering users access to a comprehensive collection of the world's scholarly science, social sciences, and arts and humanities journals. Articles can be ordered from ISI via OCLC ILL, OCLC FirstSearch, Knight-Ridder Information Services, internet, fax, telephone, and mail. Articles are copyright cleared and royalties are surcharged. Articles are delivered via fax, mail, or courier.

UMI
Product Name: UMI Info Store
Cost: Varies
Description: Available integrated into Proquest Direct; you can also order via the Web. Cost varies at this point.

Implementation Issues

Overview. At least on our campus there is pressure to add journals at a time when Book and Related Materials budgets are not keeping pace with price increases. Many campuses are cutting titles in response to these pressures. We want to see if, in looking over all expenses that make up access to periodic scholarly information (e.g., binding, filming, space, reshelving, repairing, replacement, checkin) whether we can make a case that electronic access provides for increased access to information for the same or reduced costs. There is also an implied assumption that increasing our electronic information resources will allow more distributed access to this information.

Costs

The answer to this question seems to be a resounding "It depends". Site license general products may pay for themselves if the journals covered are satifactory to your patrons and if there is heavy use of these materials. Another option is to go to simultaneous user pricing which will reduce your costs. Some publishers charge less for an electronic version of their journals, some charge more. There are some value added services that are offered by some publishers (e.g., American Institute of Physics) that will allow for searching across titles and browsing of table of contents and abstracts of all titles in their collection, not just those to which we subscribe. As will be mentioned later, any final analysis of cost savings will have to be made on a more global level. A higher level of electronic access may have an impact on staff levels and certain services such as Interlibrary loan.

Local vs. Remote Access of Information

Search and access to local information works well currently. A search is made, people record the LC access number and go to the shelf to find what they want. This is where sometimes things go wrong that can result in frustration. Particular volumes may not be on the shelf, either as the result of being in use by someone else, misplaced in the library, or lost; a particular article may be ripped out of a journal; or the journal may not have arrived at the library at all or not returned from a department. The equivalent to this in electronic access is slow access time; when retrieval of a document is across the Internet, response times can be slow and frustrating. One question to consider is whether electronic full text should be mounted locally to reduce this possible source of frustration. This would be possible with some of the products mentioned (e.g., SilverPlatter SilverLinker, Wilson, Elsevier), and not possible for other sources (e.g., Academic Press, IAC, UMI). Another consideration is whether journal titles could be divided into core and peripheral titles and maximize access for the core titles. There are also implications for expenditures for servers and diskspace if we should elect to mount data locally.

User Acceptance Issues

With any change of operations, especially when it comes to the library, much thought needs to be given to what the patron will be satisfied and comfortable with. Even though from our perspectives we will be providing access to more information more conveniently, not every patron will be ready to willingly accept these changes. These changes will probably have an impact on local departmental printing; costs will increase due to increased printing from the desktop. All information will probably not be available from a single user interface. Some new training may be necessary to use what we offer most efficiently. This issue should be addressed from the outset by including faculty and students in testing of the various main products and soliciting comments, alternative methods of searching for information, and so on. Having some faculty on our side speaking positively of the process and the services will be very helpful as we move ahead.

Possible Shifting of Personnel

As alluded to before, any analysis of cost for electronic access must include other shifting of costs which may result in areas other than journal subscription prices and the institutions' willingness to take this into account. A shift to more electronic information would have an impact on how some personnel would be used within the library, allowing them to be freed up for other services. Of course, this would be a rather gradual shift that may take time to implement within our service groups. Electronic access would impact (a) journal receiving, (b) amount of database holdings updates, (c) initial physical preparation, (d) reshelving of titles, (e) hunting for lost volumes, (f) shelf reading, (g) shelf shifting as the collection grows in certain areas, (h) repair to damaged volumes, (i) volume of claims work, and (j) time processing titles for binding. Relative amounts of savings would of course be dependent on how many paper subscriptions were converted into electronic subscriptions. In addition, there is some "cost" to providing a more reliable service as well. As alluded to earlier, electronic texts do not get lost or damaged, and one subscription can be shared by many people at the same time. Another coincidental benefit would be that we would have more information about what journals people are really using, a good collection development step.

Growth of electronic access could also have an impact on the Interlibrary Loan unit. If we did significantly increase the number of titles people had full text access to, there would be less need to search elsewhere for articles. We could take advantage of features in some products (e.g., EBSCO) to limit hits for students to titles we had available, either in full text or in paper versions, limiting the pressure for ILL. Also, if we were to subscribe to a service like UMI, patrons could do their own document delivery requests, further reducing the work load in ILL.

Possible Shifting of Costs

A move to additional electronic access would have the further impact of cost reductions in ILL and other contracted services. Costs the institution bears for ILL documents would be reduced since faculty would have more access to documents locally. Students would no longer be charged for these types of documents since they could be acquired directly online. The extent of savings would be proportional to how successful we are in getting access to titles that are actually being used by our patrons. This would be offset to a certain extent by increased local printing and some document delivery.

An additional point for savings would center around the binding process. We currently bind a fair amount of our collection. If a certain number of years of collection could be anticipated with online full text (e.g., Wilson is currently quoting 4 years) the library could skip the binding step completely and begin to collect microfilm for archival purposes. If a service like OCLC was selected, even the purchase of microfilm could be eliminated, offering a further savings. Titles available from JSTOR would also reduce the need to buy additional versions of the material, and would serve the further benefit of filling in complete runs of certain titles.

Physical shelf space also is a cost item. A more fully electronic collection would postpone the time when a capital campaign would have to be undertaken for building additional library space.

Finally, it is fairly clear that the distribution of funds would also have to change with any serious electronic text initiative. Expenditures for "central" purchases would go up (for things like Academic Press license, IAC or other full text product), etc. This in turn would leave less funds for the departments, but with a higher proportion of their needs covered with our centrally purchased material, there may still be a perception that their purchasing power has been reduced. This psychological issue needs to be kept in mind and addressed, at least on our campus.

Integration of Services and User Interface Issues

The reality of this electronic access world is that to maximize return for any campus a major effort will be needed to make the service appear friendly. No one service can currently access all sources we would want to make available. Certain vendors (e.g., Academic Press, Elsevier) would not provide their full text via a more general service (e.g., OCLC, EBSCO, IAC, UMI). Not all services provide access to document delivery, nor do we necessarily want all users to have access to document delivery services. As a result, we will have to spend some time designing a user interface to make these various services seem as integrated as possible, and train our users to make best use of what is available. Some services provide multiple looks for their data universe, others do not. SilverPlatter's SilverLinker may provide a unifying technology in the long run, but we'll have

to wait and see if all the major players adopt ERL compliant data forms.

Developing Consortial Arrangements vs. Going Alone

Several vendors (Academic Press and American Institute of Physics) will provide additional value by providing special negotiated arrangements that will increase the purchasing power of individual libraries through consortial arrangements. Academic Press will only deal with consortia. Going it alone would allow us to provide perhaps unique services, but at what cost?

Initiative Implementation

How are we to implement this initiative? First, our model assumes we will not spend more on scholarly journals than we are in this budget year (costs to be included are the IAC contract, Muse license, and paper journal subscriptions, SilverPlatter databases, and any paper indexes primarily used to locate journal material). Any savings that can be directly attributable to this initiative from other areas of operation may be used to support the goals of this project (e.g., reduced binding costs, reduced ILL fees). Second, implemen-tation of the project will begin only after our review of journals has been concluded and we have a better idea of what mix of journals our faculty currently see as of primary interest to our programs and students. Third, there is no concrete way we can compare coverage targets for any of these products until our actual journal needs are better understood.

Review of Current Systems

We have several systems filling the electronic access niche at the moment. We have an agreement with Carl Uncover to provide a stand alone Document Awareness service, which is available to a limited number of faculty at the present time. We have three Wilson databases loaded and tagged with holdings available through the OPAC. This provides searching for journal content within the titles covered in this database and alerts patrons to which titles may be held in our library. We also have SilverPlatter CDs (Medline, Sociofile, Psyclit, MLA) which provide pretty much the same service within specific discipline areas without tagging of which titles we hold. These are nowavailable via the web via ERL technology across campus. We have Project Muse, available via the Web, that allows access to the journals published by Johns Hopkins University Press. We have IAC Searchbank, which allows for searching across a wide number of journals and access to full text for over 900 titles. This is available via the web as well. Finally, we have recently entered into agreements for full text subscriptions to the two journals we subscribe to from the American Mathematics Society, and two more from the American Institute of Physics, both accessible via the web. Add to this collection of electronic sources a number of paper resources that cover the same territory. The equivalent of Document Delivery is being handled by the ILL service at the present time.

This group of services, as is readily apparent, is not a one stop operation. Some information is available only from certain workstations. In addition, some of the resources overlap (Wilson databases and IAC is one example, but much of the SilverPlatter information is probably also duplicated in one or both of those services). We should be able to do better than this with the variety

of products that are on the market today. While we may not truly get a one stop shopping model immediately with any solution, we should be able to cut down on the number of products, reduce duplication and provide more services to our patrons. Our goals for this implementation should include:

1. Increase the accessability of our library's information
2. Increase the number of titles we are able to access
3. Increase the variety of services provided
4. Simplify access procedures
5. Reduce amount of information overlap in the services we pay for
6. Increase user satisfaction with our electronic access tools
7. Introduce unmediated document delivery services for at least some patrons (faculty)
8. Increase the number of "looks" the data have (e.g., browsing titles, browsing by department or class)

The first agenda item is to work with departments to understand their current needs with respect to journal coverage. We need to perhaps look as this in terms on what each department would label as a core collection title, and then a list of titles which may be more peripheral, yet still useful to support their programs. While this is going on, we would like to bring in a number of products for trial periods so we can get student and faculty comment on their ease of use, search capabilities, and level of integration. While open to all, focus groups of faculty and students should be convened for comprehensive and systematic feedback regarding the services. Once our journal review is complete, we can evaluate the strengths of collection overlap amongst the various services. Finally, we can select our products taking both the collection issues and customer comments and support issues into account.

The Model

Awareness. One service that is being poorly carried out at the moment is current awareness. This service allows researchers to become aware of new articles germane to their areas of expertise to keep abreast of current trends in their field. Not many people have access to this or are aware we provide the service. Several are available. It seems like a good place to start the electronic trail. Improvements to this service would increase user satisfaction with our service and would broaden the type of electronic service we provide. It would be easy to imagine faculty accessing new articles from their desktop, where available, or initiating document delivery for an article they knew we did not have access to. Several services provide integrated document delivery in their awareness services. Such a mechanism would reduce the service demand for ILL.

Journal content. Selecting a product that would provide access to a database or databases that would include bibliographic, abstract, and full text access a range of journals linked to our holdings and directly linkable to the full text product is what we are looking for. As envisioned, people would access a single interface, perform a search, browse the results of the search, perhaps calling up a few abstracts to further explore the value of the article. Any given item would have an indication as to whether it is available in paper within the library, available via full-text, or accessible only through document delivery. Available options would also allow us to display hits only for those items which are available in full text or paper within the library; this would address concerns over excessive ILL use as a result of the electronic indexes currently in use. How the collections archive their data will have an impact on savings in other areas. For example, if we can be sure a vendor will have a four year rolling archive, we would recover binding costs as well and move directly to microfilm after four years.

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